



Expand your reach with the VisitBritain Shop - the official online store of VisitBritain!

The VisitBritain Shop (<https://www.visitbritainshop.com>) is the official online shop of VisitBritain. Allowing global and domestic partners to gain instant access to our ever-expanding range of bookable UK attractions, experiences, theatre, tours and transport, and driving additional visits and spend across the nations and regions.

Great connectivity - Take advantage of our in-house technology partner Tourism Exchange Great Britain (TXGB) and API integrations allowing availability and pricing to be synchronised from multiple ticketing systems. Contact Product@visitbritain.org to discuss your product proposition ahead of signing up to TXGB for product integration, or for information on getting started.

Global reach – The VisitBritain Shop can promote your business to customers in more than 90 countries around the world, processing transactions in local currency.

Travel Trade & Affiliate partners – VisitBritain Shop has a database of over 800 trade partners and over 400 global affiliate partners to date, helping you reach even more bookers. Our top markets are rest of UK, USA, France, Germany and other European countries such as Italy and the Netherlands.

Translated content - Get your content translated and optimised for the French and German markets by our in-house content team for extra exposure.

Be part of campaigns – Make sure your products are available for booking on VisitBritain Shop all year round and reach customers through domestic and global consumer VisitEngland and VisitBritain campaigns when available. These can include National Lottery Days Out campaigns which to date have generated **over £11.5m** worth of sales and additional spend. Get in touch today to find out more. Product@visitbritain.org

Automated payments - Hassle-free and transparent payment processing, with itemised statements and payments sent to you twice a month. Payments are based on booking date rather than customer redemption date, helping your cash flow.

Improved Customer Service Experience - Live availability calendars and instant e-tickets on most experiences allow our customers to book with confidence, and our dedicated customer service team handle post-sale enquiries, meaning you can focus on delivering a great experience for your customers.